

In the Eye of the Beholder: What your constituents *actually* see when you communicate online and via franked mail

Rich Thau, President
Presentation Testing, Inc.



Thank you!

Today Let's Discuss...

- A quick word about this research
- Key findings, related to:
 - Official Online Ads
 - Franked Mail
 - Websites
 - E-Newsletters
- Questions

About the research

- **We conducted 24 IDIs (in-depth interviews)**
 - **Round 1:** 12 in Tulsa, OK on December 18-19, 2012
 - **Round 2:** 12 in Daytona, FL on January 3-4, 2013
- **Formerly John Sullivan's and Sandy Adams's districts**
 - We chose departing Members because of House rules
- **Respondents**
 - 6 men and 6 women in each round
 - Wide range of ages
 - Variety of education levels and work statuses

About the research: Eye-Tracking

- Our partners on this project:




About the research

- Be sure to get the two-page handout summarizing the findings.
- The full report with all of the findings will be available next week at www.conginst.org

Gaze plot:

U.S. HOUSE OF REPRESENTATIVES
WASHINGTON, DC 20515
PUBLIC OFFICIAL
This mailing was prepared, published and mailed at taxpayer expense.

Sandy Adams M.C.
PR5RT STD



 Representative **Sandy Adams**
2011 ISSUE UPDATE

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Stay in touch with Representative Adams, and learn more about these and other important issues online.

www.adams.house.gov



2011 District of Florida Institute Survey

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FIGHTING TO PROTECT MEDICARE



—Sandy Adams

1. www.pdffind.com/sub-6-maps/article/2011/dec/2011-vote-democrats-claim-modernize-judicial-system

100 City Center Circle
Port Orange, FL 32129
(386) 756-9798

216 Cannon House Office Bldg.
Washington, DC 20515
(202) 225-2706

www.va.gov/vba
1-800-827-1000

www.irs.gov
1-800-829-1040

www.medicare.gov

www.ssa.gov
1-800-772-1213

www.ncptsd.va.gov
www.va.gov/health
1-800-827-1000



Official Online Ads: Case Study

About the research: Official Online Ads

- In Round 1, we tested one display ad on one news site
- In Round 2, we tested a nearly identical ad on six news sites

Repetition is key

- We wanted to know: How many times does someone need to see an online ad from a Member of Congress in order for them to recall it?
- We found that one impression from a single display ad makes no dent

**Bottom line:
Repetition is key**

Round 1



(One exposure)



Tuesday, November 18, 2012



Fallin looks at options to reduce uninsured

By WAYNE GREENE World Senior Writer

[Reader comments \(2\)](#)

Gov. Mary Fallin wants an Oklahoma solution to reducing the number of uninsured Oklahomans, but it's unclear what options the state has available.

3 of 8 < > >>

You're invited!

Representative

John Sullivan

is holding a
FREE Job Fair
Thu, December 20th

Sign Up Now

Latest Headlines



Updated at 9:28 PM

Pride parade in Broken Arrow
Arrives for
Rose Parade on
BA's Main Street

By SUSAN WILTON World Staff Writer

[Reader comments \(2\)](#)

Hundreds of people lined Main Street on Monday to give a hero's sendoff to the Broken Arrow High School marching band, which will be performing in the Tournament of Roses Parade on New Year's Day.

- 6:15 AM Jetliner crashes, woman dead, TCSO called to investigate
- 9:37 PM Tulsa man shot during dispute between neighbors, police say
- 9:32 PM Wreck knocks down power line; 1,500 customers without electricity
- 6:32 PM Eufaula minister charged with child pornography
- 5:34 PM Man arrested in burglary, other complaints
- 5:17 PM Commission OK's live horse racing at Fair Meadows for 2013
- 5:00 PM Source: Western Michigan to hire 32-year-old as football coach
- 4:53 PM QB Brayden Scott to enroll at Memphis in January

>> View All

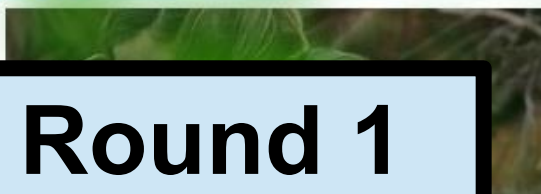
Most Popular | Most Comments

1. Tulsa daycare evacuated after flooding near 61st and Mingo
2. Two state lawmakers should be armed
3. Bartlesville increases security, adds counselors at high school following shooting plot
4. Bartlesville High School student arrested in school-shooting plot
5. Message contradicts election leader on the tie between racing at Fair Meadows and naming

>> View All

A NEW PORTRAIT. EVERY DAY.
EVERYDAY PEOPLE

News



Only in the Tulsa World



JAY CRONLEY
Columnist
[jay.cronley@tulsaworld.com](#)



Jay Cronley: Society must examine all options to boost safety

Working backwards, looking for ways to prevent another massacre of children:

Round 1

Repetition is key

- Round 1:

- Ad shown once
- **0 of 12** respondents recalled the ad

Round 1



You're invited!

Representative
John Sullivan
is holding a
FREE Job Fair
Thu, December 20th

Sign Up Now

The advertisement features a man in a dark suit and tie, with his right hand extended in a gesture of invitation. The background is a solid blue color.

(One exposure)

Round 2



You're invited!

Representative
Sandy Adams
is holding a
FREE Job Fair
Thu, January 10th

Sign Up Now

The advertisement features a man in a dark suit and tie, with his right hand extended in a gesture of invitation. The background is a solid blue color.

(Six exposures)

January 3, 2013 updated 07:27 am

FIND IT FAST: TODAY IN PRINT | PHOTOS | VIDEOS | MUGSHOTS | NEWS OF RECORD

New year means many questions for local hospitals



fall, READ MORE

Volusia facing 4th largest fine among 31 Florida school districts that failed to meet state constitutional class-size limits last

Volusia County is facing the fourth-largest fine among 31 Florida school districts that failed to meet state constitutional class-size limits last

MORE STORIES

- Weather forecast: Cloudy with scattered showers
- Body of 1 missing boater found on Lake Jesup
- Volusia deputies shoot, kill armed, suicidal man



No. 22 Louisville stuns No. 4 Florida, 33-17, in Sugar Bowl

More Stories

- Tax bill could help Speedway expansion
- Main St. bar could get Bike Week reprieve

MORE STORIES

- Teacher: Andy Romano park shaping up nice
- Flagler charter school closes abruptly
- R&B group will take Flagler Auditorium up, up and away
- Volunteer work leads to long-sought reunion

Daily Deals
Click Here for Coupons

You're invited!

Representative **Sandy Adams** is holding a **FREE Job Fair** Thu, January 10th

Sign Up Now

MOST READ MOST EMAILED MOST RECENT

- Half of oldest identical twins — at 103 — still sharp, she wants you to know
- Body of 1 missing boater found on Lake Jesup
- Volusia deputies shoot, kill armed, suicidal man
- No. 22 Louisville stuns No. 4 Florida, 33-17, in Sugar Bowl

Round 2



Max
Enter Term Here



SEARCH



Site



Yellow Pages



Alerts



Mobile



Social



64°



PARTNER TV STATIONS

WESH.com
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vehicles priced to sell.

217 MODELS, 12 MAKES • New Incentives, Rebates & Special Financing
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NEWS ▾

WEATHER ▾

U LOCAL ▾

THEME PARKS ▾

ON TV ▾

COMMUNITY ▾

HOLIDAYS

LAWLINE

MARKETPLACE ▾

RIGHT NOW



Fog settles over region; advisory issued 2hr

FULL COVERAGE »
Get Alerts »

Advertising

THE MDJD.COM

INJURED in an ACCIDENT?

Trust an Attorney who is also a Medical Doctor

CLICK HERE FOR A
FREE CONSULTATION



Deputies shoot, kill man who 'wanted to die at hands of cops'
44min

FDL's 'damings' didn't downgrade crimes to lower crime rate

Hand grenades found at
Dis... deputies say

Search team finds body of missing boater

THE MDJD.COM

EXPAND

You're invited!

Representative

Sandy Adams

is holding a
FREE Job Fair
Thu, January 10th

Sign Up Now



Advertising

WEATHER

RP FUNDING

CURRENTLY IN...



Sanford, FL

FORECAST »

Videocast

Traffic



LARGE »

Alerts (10)

Round 2



Fog settles over region; advisory issued
2hr

Deputies: Man walks into wrong home, tells everyone to leave

Deputies shoot, kill man who 'wanted to die at hands of cops'

updated 8:01 AM EST, Thu January 3, 2013

Editor's choice



Aurora families to boycott theater event

Revenge of the Nerds is scheduled for this summer at an Aurora, Colorado, movie theater. The film is based on the 1983 novel by Stephen King, "The Shining".

- Being overweight linked to longer life
- Son of NBA team owner found dead
- Pennsylvania to sue NCAA over sanctions | Governor explains
- Paparazzo dies trying to snap Justin Bieber -- who wasn't even there

You're invited!

Representative
Sandy Adams
is holding a
FREE Job Fair
Thu, January 10th

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ADVERTISEMENT

This Just In highlights

Pennsylvania to sue NCAA



Pennsylvania seeks to halt sanctions against Penn State University over the Jerry Sandusky scandal.

- Kim Kardashian is pregnant
- No leaks off grounded drilling rig
- Avis to buy Zipcar
- Clippers' owner's son found dead
- Newtown overwhelmed by gifts

More

Round 2



Orlando
FOG
64°

Daytona Beach
FOG
61°

Melbourne
FOG
57°

- [Interactive Radar](#)
- [Extended Forecast](#)
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Click to Watch Live: EYEWITNESS NEWS 9 Daybreak



Forecast Video



Doppler 9



Interactive



Futuretrack 9



Current Temps



Hour-By-Hour

[LOCAL NEWS](#)

[U.S. NEWS](#)

[ONLY ON 9](#)

[LOCAL 9](#)

[IRRESISTIBLE](#)

[SLIDESHOWS](#)



9 Investigates mobile home improvements

This week, bright sunshine shone down on Bob Tellers' now uncovered driveway in the tornado-




Action 9: Thousands may see long term insurance hikes

Thousands of consumers may see huge increases in their long term insurance rates. And many say they'll have to cancel the coverage they were counting on.

- Action 9 reports Hurricane Catastrophe Fund
- Action 9 warns new online scam hijacks
- Action 9 investigates Winter Park contractor
- 9 Investigates Osceola County Commissioner Brandon Arrington
- Action 9 investigates car warranties
- 9 Investigates Gov. Scott's trip to South America

 [Newsletters](#)

 [RSS Feeds](#)

 [Mobile](#)

You're invited!

Representative

Sandy Adams

is holding a
FREE Job Fair
Thu, January 10th

[Sign Up Now](#)

Round 2

2013

13 trends in 2013
Fashion, food, more



64° Orlando
Haze
Click for More JustWeather.com

Site Web

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YOUR CITY. YOUR JOB.

Home News Weather Entertainment Lifestyle Contests Interact Seen O Marketplace

Most Popular Sign Up For Email Newsletter Orlando Mobile Sign Up for Text Alerts RSS Election 2012 Restaurant Inspection Contact Us

Top Stories

Thursday, January 3, 2013



73-year-old woman hit child, drove away

A Volusia County woman has been arrested after Volusia County deputies say she hit a 8-year-old boy on a scooter with her car and drove away. More

- Boat missing boater found
- ... Downtown Disney
- ... hit child, drove away
- ... into house; 2 injured
- ... ay; January 3
- ... ways to break ill bad habits
- Volusia deputies shoot ill armed man
- ... package found downtown
- Old models in demand in Central Fla.
- Hitched or ditched? 'Just Married' signs
- TV's biggest casting changes
- Photos: Florida mug shots
- Obama signs bill warding off fiscal cliff

View More »

Severe Weather

JustWeather.com Alerts and Severe Fog Advisories in your area.

You're invited!

Representative
Sandy Adams
is holding a
FREE Job Fair
Thu, January 10th

Sign Up Now

VOTE HERE VOTE HERE VOTE HERE VOTE HERE VOT
**WHAT IS YOUR FAVORITE
SUPERBOWL COMMERCIAL?**

Watch, vote: Super Bowl commercials

Round 2

Most Popular on ClickOrlando



Bring on tomorrow

We kept our promise.

CLICK TO EXPAND

*** LATEST HEADLINES

7:44a **Falling Italian Yields May Be Helping Monti, but Not the Euro**

7:44a **Indian Shares End Higher**

► **Congress Party Leader in India Accused of Rape**

MORE HEADLINES

Highlights

The U.S. economy is expected to grow at a slower pace than anticipated, but the recovery is expected as soon as February.

► **New Tax Deduction Limits**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

► **Investors Take Risk**

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► **Investors Take Risk**

► **Investors Take Risk**



Reuters

Greece's political establishment, 17 years ago, collapsed under the weight of the crisis-hit economy.

► **Green Official Resigns Amid 'Lagarde List' Scandal**

► **Ex-Vice President Puts Heat on Ruling Parties**

China's role in the case

Markets

Overview U.S. Europe Asia FX Rates Futures

	LAST	CHG	%CHG		RANGE: 1 DAY
DAX	12,345.67	+308.12	+2.5%		12,037.55 - 12,453.79
Nikkei	21,123.45	+92.34	+0.4%		20,931.11 - 21,215.79
Hang Seng	6026.98	-0.12	-0.002%		6026.86 - 6027.10
Shanghai	10395.18	+72.34	+0.7%		10322.84 - 10467.52
FTSE 100	92.57	-0.12	-0.13%		92.45 - 92.69
Gold	1777.90	-10.12	-0.6%		1767.78 - 1788.02

Market Data Center

My Markets

You're invited!

Representative

Sandy Adams

is holding a
FREE Job Fair
Thu, January 10th

Sign Up Now

Round 2

A Novel Ship Extends Shelf's Reach

Repetition is key

● Round 1:

- Ad shown once
- 0 of 12 respondents recalled the ad

● Round 2:

- Ad shown 6 times
- This time, 4 of 12 respondents recalled the ad
- How did those 4 differ from the other 8?

Amount of exposure matters

**Recalled Sandy
Adams Ad**

Yes (4)

No (8)

Amount of exposure matters

Recalled Sandy Adams Ad	Average amount of time spent viewing Adams ad across all six news site home pages
Yes (4)	7.20 sec.
No (8)	0.95 sec.

Amount of exposure matters

Recalled Sandy Adams Ad	Average amount of time spent viewing Adams ad across all six news site home pages	% of time spent looking at ad, as a portion of time spent looking at six news site home pages
Yes (4)	7.20 sec.	3.99%
No (8)	0.95 sec.	0.75%

Amount of exposure matters

- Each of the four respondents who remembered seeing the ad spent at least 2.79 seconds looking at it
 - Only one of the other eight respondents spent more time than that looking at the ad and still failed to remember it
- Each of the four respondents who remembered seeing the Sandy Adams ad saw it on at least four of the six web pages they viewed
 - Six of the eight respondents who did *not* remember seeing the ad viewed it on three or fewer web pages

Amount of exposure matters

- **NOTE: All 12 respondents viewed the ad on a web page at least once.**
 - This reinforces the fact that the act of seeing an ad just once did not cause it to be remembered.
- **Caveat: This is obviously a small sample.**
- **Future study: Larger sample, more locations, different levels of exposure to ad, different types of ads**

Amount of exposure matters

- **Takeaways:**

- If you are going to advertise, don't skimp on impressions.
- Place your ad on multiple sites, multiple times.

Franked Mail

About the research: Franked Mail

- In Round 1, we tested four pieces of franked mail that Congressman Sullivan had sent
- In Round 2, we tested five pieces of franked mail that Congresswoman Adams had sent
- Here are some examples of the pieces:



Congressman Sullivan is Fighting to Stop the \$1.3 Trillion Healthcare Bill

I voted against H.R. 3962, the massive \$1.3 trillion healthcare bill, because I believe that personal health decisions should be left to you and your families, not to Washington bureaucrats.

The real way to reform healthcare is to bring all stake holders (patients, doctors, citizens and hospitals) to the table with equal input and participation. We can reform our nation's healthcare system without massive tax increases on American families and small businesses.

For more information about my work on healthcare, visit:
sullivan.house.gov



CONGRESSMAN *John Sullivan* SERVING OKLAHOMA'S FIRST CONGRESSIONAL DISTRICT

It is an honor to represent you in Congress. I am dedicated to providing you with the best representation possible. Please take a moment to complete the attached survey and mail it back to me as soon as possible. I value your opinion and appreciate you sharing your thoughts with me.

I'M HERE TO SERVE YOU.

WASHINGTON, DC OFFICE

434 Cannon House Office Building
Washington, DC 20515
(202) 225-2211

TULSA OFFICE

5727 South Lewis Avenue, Suite 520
Tulsa, OK 74105-7146
(918) 749-0014

BARTLESVILLE OFFICE

Bartlesville City Hall
(918) 336-6500

SULLIVAN.HOUSE.GOV



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Congressman John Sullivan
5727 S. Lewis Ave., Suite 520
Tulsa, OK 74105-7146



sullivan.house.gov



Congressman Sullivan discusses local issues with constituents.

Below are some of the most commonly requested services from my offices. However, this list is certainly not all inclusive. Please visit my website or contact any of my offices and tell us how we can help you.

ASSISTANCE WITH FEDERAL AGENCIES

If you have a concern regarding the IRS, passports or foreign travel, veterans issues, Medicare or Medicaid, military cases, HUD, the Department of Agriculture, etc., please contact one of my constituent services representatives in my Tulsa district office.

U.S. SERVICE ACADEMY APPOINTMENTS

Individuals interested in attending one of our nation's Service Academies must meet the admissions requirements of the Academy and receive a Congressional nomination in order to gain admission. Any interested applicants should contact my Tulsa district office.

VISITING WASHINGTON, DC

My office is pleased to provide information on museums, attractions and tours in the DC area. Most of the attractions in the area are free and open to the public. If you have questions regarding Washington, DC sites, please visit my website for more information, or do not hesitate to call.

CONGRESSIONAL INTERNSHIPS

My office offers internships in Oklahoma and Washington, DC. Please visit my website for more information on how to apply.

U.S. CAPITOL TOURS & GALLERY PASSES

If you would like to see Congress in session, or arrange a tour of the U.S. Capitol, please visit my website or call my Washington, DC office for more information on how I can help. Please make your request 4-6 weeks in advance, if possible.

U.S. CAPITOL FLAGS & WHITE HOUSE GREETING LETTERS/CARDS

To purchase an American flag that has flown over the U.S. Capitol, call the Washington, DC, office. My office can also facilitate receipt of letters from the President for birthdays (ages 80 or older) or wedding anniversaries (50 or more years). Eagle/Girl Scout recognition letters are also available. Please make your request 4-6 weeks in advance. More information on these services can also be found on my website.

UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, DC 20515

PUBLIC DOCUMENT
OFFICIAL BUSINESS

This mailing was prepared, published
and mailed at taxpayer expense.

Made in Oklahoma

Please visit **sullivan.house.gov** to follow me on Twitter, a fan on Facebook, or view my latest video updates.

UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, DC 20515

PUBLIC DOCUMENT
OFFICIAL BUSINESS

This mailing was prepared, published
and mailed at taxpayer expense.

MADE IN OKLAHOMA

John Sullivan M.C.
PRSRT STD



John Sullivan

Working for Oklahoma's Seniors

Fighting New Taxes on Medicare



Rep. Sullivan visits with constituents at a town hall meeting in Owasso

Beginning January 1, 2013, the President's new health care law imposes a 3.8% Medicare tax on unearned income. This new tax on home sales, unearned income and other Medicare taxes, raises taxes more than \$210 billion to pay for the new health care law.

John Sullivan is working hard to reverse this new tax, and has voted to repeal and replace the entire health care law.

Seniors Issue Survey

1. Do you think Medicare and Social Security will still be viable for your children and grandchildren?

☐ Yes ☐ No ☐ Unsure

2. What is the best way to reduce the federal debt? (check all that apply)

☐ Cut domestic spending ☐ Reform entitlement programs
☐ Pass a balanced budget amendment ☐ Raise taxes
☐ Other: _____

3. Is Congress doing enough to combat high gas prices?

☐ Yes ☐ No ☐ Unsure

☐ Sign me up for John Sullivan's e-mail updates.

E-MAIL: _____

Please share your opinions with me:



Congressman John Sullivan

Working for Oklahoma's Seniors

Fighting to Lower Gas Prices

As Vice Chair of the House Energy and Commerce Committee's Subcommittee on Energy and Power, I voted for the **Protecting Investment in Oil Shale the Next Generation of Environmental, Energy, and Resource Security Act (The PIONEERS Act)**. This bill will create over 1 million jobs by removing government barriers that block production of our nation's own energy resources. It also forces the Obama Administration to move forward with new offshore and onshore energy production in areas like the Arctic National Wildlife Refuge (ANWR) in Alaska, and on federal lands and waters. This legislation would also approve the privately funded Keystone XL Pipeline.

I will continue to support legislation that grows our economy and alleviates the pain at the pump for American consumers. The PIONEERS Act achieves those goals and more, and I call on the Senate and President Obama to support this common sense initiative to secure our energy and economic future.

No Budget, No Paycheck for Congress

I am a proud cosponsor of H.R. 3643, the No Budget, No Pay Act. **This legislation is simple, if members of Congress do not pass a budget, they will not receive a paycheck—no exceptions.**

It has been over 1,000 days since the U.S. Senate passed a budget, and our nation is over **\$15 trillion in debt**. Passing a budget every year is one of Congress' most basic responsibilities, however it is simply not getting done. I believe it is our duty to hold lawmakers accountable to the people who send us to Washington and that is exactly what this bill will do. Oklahoma families and businesses are forced to cut back on their budgets and live within their means, and I am committed to ensuring the U.S. Congress is held to the same standard.



Congressman John Sullivan
5727 S. Lewis Ave.
Suite 520
Tulsa, OK 74105-7146

Seniors Issue Survey

Keystone Pipeline

The proposed Keystone XL Pipeline would facilitate access to more North American oil resources so that we can **create 20,000 private sector jobs** while providing our nation with a stable supply of oil from North Dakota and Alberta, Canada. **If approved, the Keystone XL Pipeline would allow us to use our own energy resources instead of continuing to send \$1 billion overseas every day for OPEC oil.**



sullivan.house.gov

Washington, DC
(202) 225-2211

Tulsa, OK
(918) 749-0014

Bartlesville, OK
(918) 336-6500

Place
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Here

PRESENTATION
TESTING

INC



U.S. REPRESENTATIVE • CENTRAL FLORIDA

Sandy Adams

MISSION STATEMENT

“I will strive each day to perform the best customer service I can, and to do so with the highest ethical standards possible. Meeting the needs of Central Floridians to the best of my ability is a shared responsibility of the Congress. My actions will reflect the trust and dedication to ethical leadership.”

— SANDY ADAMS
U.S. REPRESENTATIVE

Online Services:

Each week I send out an electronic newsletter with updates on the latest news and information.

Representative Sandy Adams Working for Central Florida



Sandy addresses the press about her legislation to outlaw dangerous drugs in bath salts—it has passed the House and was supported by Florida AG Pam Bondi and Seminole County Sheriff Don Eslinger.



Sandy spent Tax Day updating Central Floridians about the Fair Tax, which would revamp the U.S. tax code, as well as the need for true tax reforms.

CHANGING THE CULTURE IN WASHINGTON, DC

ENACTING FISCAL DISCIPLINE

- Took a stand against the use of earmarks that give your taxpayer dollars to pet projects. Ending the Washington earmark culture has kept wasteful projects like the infamous Bridge to Nowhere from happening in the future.
- Implemented the first year-over-year drop in federal government spending since WWII thanks to Republican leadership in the House.
- Voted against spending bills that were not fiscally responsible and failed to get our debt and deficit under control.
- Supported legislation to enact zero base budgeting for federal government, ending automatic year-over-year spending increases.
- Stood against spending bills that were not paid for, like a highway bill that allows tolls on new lanes of I-4, and returns less money to Florida than state residents paid in federal gas taxes.

STOPPING BUSINESS AS USUAL IN CONGRESS

- Required all Members of Congress who introduce legislation to include a statement explaining how the proposed law is constitutional.
- Supported rules to limit the heads of committees to six-year term limits.
- Supported rules that bills should be public for three days before voting on them.
- Cut Congressional office budgets by more than 10 percent.

UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, DC 20515

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WASHINGTON, DC 20515

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published and mailed at
taxpayer expense.

Sandy Adams
M.C.

PRST STD

U.S. REPRESENTATIVE SANDY ADAMS

Working to provide a
Strong Future for Medicare
to benefit every generation

**Protecting and Preserving
Medicare for Everyone**

Today's seniors have worked their whole lives with the promise of a safe retirement. The budget plan I support will save and strengthen Medicare, with guaranteed health coverage for seniors.

A RESPONSIBLE PLAN

- ✓ No changes for anyone 55 or older

**FOR THOSE 54 AND YOUNGER,
YOU WILL BE ABLE TO:**

- ✓ Keep traditional Medicare if you want it
- ✓ Pick from competing plans for the coverage you want

For more information, please visit my website at adams.house.gov.



24TH DISTRICT ISSUE SURVEY

1. Do you think the estate tax should be repealed?

- ☐ Yes ☐ No ☐ Unsure

2. Do you support strengthening Medicare to protect benefits for current seniors and future recipients?

- ☐ Yes ☐ No ☐ Unsure

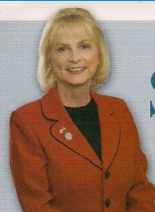
3. Questions/Comments on Medicare:

☐ YES, I would like to receive regular e-mail updates from U.S. Representative Sandy Adams.

E-mail: _____

Please print clearly. E-mail addresses are not shared with anyone.

015



U.S. REPRESENTATIVE
Sandy Adams

✓ Working for a Brighter Future

Washington, DC
(202) 225-2706
Oviedo Office
(407) 977-7601
Port Orange
(386) 756-9798

adams.house.gov



Keeping Our Promises

Projections from the non-partisan Congressional Budget Office confirm that **Medicare, if left unchanged, will fail to meet obligations to seniors by 2022.** Already, many doctors are limiting the number of Medicare patients they accept. According to the American Medical Association, 1 in 3 primary doctors is limiting the number of Medicare patients seen. **We must act now** and take the long-overdue steps to strengthen Medicare. If we make the right decisions today, Medicare's future will be bright.

What They're Saying About Medicare:

"Current policy on Medicare is not sustainable."

—Alice Rivlin
OMB Director Under Pres. Clinton
Wall Street Journal, April 4, 2011

"The major driver of our long-term liabilities, everybody here knows, is Medicare and Medicaid and our health care spending. Nothing comes close."

—President Barack Obama
Speaking in Baltimore, MD
January 29, 2010

Reform and a Brighter Future VS. Status Quo and Reduced Benefits

**WHAT THE PLAN I SUPPORT MEANS FOR
CURRENT SENIORS (AGE 55 & OVER)**

- ✓ No changes
- ✓ No disruptions
- ✓ Preserves and protects benefits

**WHAT THE PLAN I SUPPORT MEANS FOR
FUTURE SENIORS**

- ✓ Personalized, guaranteed Medicare plan
- ✓ Those with poor health and low incomes get the support they need
- ✓ Remain in traditional, current Medicare if you wish

**WHAT THE STATUS QUO MEANS FOR
CURRENT SENIORS**

- ✗ Under the President's health care law, a board of 15 unelected and unaccountable bureaucrats will determine benefits and cuts for seniors
- ✗ \$500 billion will be taken from the Medicare Trust Fund to pay for the new health care law

**WHAT THE STATUS QUO MEANS FOR
FUTURE SENIORS**

- ✗ No plan to save Medicare
- ✗ In as little as 10 years, Medicare will be unable to meet obligations to beneficiaries

Please share your thoughts with
me, because I work for you!

Sandy Adams

U.S. Representative Sandy Adams
216 Cannon House Office Building
Washington, DC 20515

VISIT MY WEBSITE AT
adams.house.gov

Place
First Class
Postage
Here

Best Practices

#1: Control what's likeliest to get read

Control what's likeliest to get read

- Use bullet points and bolded text when you want to grab readers' attention.
- Which parts of this next page were *least* likely to get read?

Focus on Job Creation: Getting Florida Back to Work

Since I came to Congress, the House of Representatives has focused on helping the private sector create jobs and grow the economy. Whether it is ending regulations like the numeric nutrient proposal or stopping the energy exploration moratorium, we have taken steps to help strengthen the economy and put people back to work. While the House continues to pass bills that reduce taxes and red tape, give incentives to employers to hire, and reduce federal spending and debt, the Senate is still mired in inaction.



Jobs Legislation Passed by the House

- ✓ H.R. 872, the **Reducing Regulatory Burdens Act** (No action by Senate)
- ✓ H.R. 2018, the **Clean Water Cooperative Federalism Act** (No action by Senate)
- ✓ H.R. 4, the **Small Business Paperwork Mandate Elimination Act** (Signed into law)
- ✓ H.R. 1230, the **Restarting American Offshore Leasing Now Act** (No action by Senate)
- ✓ H.R. 1231, the **Reversing President Obama's Offshore Moratorium Act** (No action by Senate)
- ✓ H.R. 2021, the **Jobs and Energy Permitting Act** (No action by Senate)

Rep. Adams Introduces Bill to Retain Jobs and Spur Economic Growth in Brevard County

- ✓ H.R. 2712, the **Shuttle Workforce Revitalization Act of 2011** would give Brevard County new resources to recruit and retain employers and keep their highly-trained workforce on the Space Coast.

Balanced Budget Amendment: Holding Washington Accountable

One of the ways I believe we can reduce the size and scope of the federal government, while at the same time reducing overall spending, is to implement a balanced budget amendment (BBA). As part of the Budget Control Act Congress must vote on the amendment this year.

Why a Balanced Budget Amendment?

- ✓ **The BBA is a game-changer**, and fighting for its ratification is the ultimate solution to our nation's fiscal crisis.
- ✓ **Florida is one of 49 states that require a balanced budget**—why can't the federal government follow the same rules?
- ✓ **For the first time in 15 years**, we will have the opportunity to hold Washington accountable by voting on a balanced budget amendment, which would ensure that Washington finally lives within its means.



For the latest on what is happening in Congress, join me on Facebook and Twitter, and visit my website!

www.adams.house.gov

Focus on Job Creation: Getting Florida Back to Work

The chart shows the following percentages for each reason:

Reason	Percentage
1. The economy is still too weak	43%
2. Lack of investment in infrastructure	45%
3. Lack of investment in education	46%
4. Lack of investment in research and development	47%
5. Lack of investment in workforce training	48%
6. Lack of investment in small business	49%
7. Lack of investment in housing	50%
8. Lack of investment in transportation	51%
9. Lack of investment in health care	52%
10. Lack of investment in energy	54%
11. Lack of investment in agriculture	55%
12. Lack of investment in tourism	56%
13. Lack of investment in manufacturing	57%
14. Lack of investment in services	58%
15. Lack of investment in technology	59%
16. Lack of investment in arts and culture	60%
17. Lack of investment in sports and recreation	61%
18. Lack of investment in environmental protection	62%
19. Lack of investment in public safety	63%
20. Lack of investment in social services	64%



on Proposed by the House

✓ 9 10 11 12 13 14 15 16 17 18 19 Act by Senate

✓ 20 21 22 23 24 25 26 ination Act Signed into law

✓ 27 28 29 30 31 32 33 34 35 Leasing Now Act (No action by Senate)

H.R. 36 37 38 39 40 41 ifshore Moratorium Act (No action by Senate)

✓ H.R. 42 43 44 45 46 47 48 49 50 Act (No action by Senate)

✓ H.R. 2712, the *Shuttle Workforce Revitalization Act of 2011* would give Brevard County new resources to recruit and retain employers and keep their highly-trained workforce on the Space Coast.

75 76 77 78 79 80 81 82 83 84 85 86 87 88

90 91 92 93 vent?

A collage of blue circles containing numbers from 96 to 127, overlaid on a background of newspaper text. The numbers are arranged in a grid-like pattern, with some circles overlapping. The background text is from a newspaper, with visible words like "crisis", "budget", and "within its means".



Cutting Through Red Tape and Bureaucracy



Having trouble with getting answers from a government agency? Want to plan a trip to Washington, DC? My staff and I are here to help.



Providing you with the best constituent service possible is my job, so please contact me if I can ever be of assistance to you or your family. Here are just a few of the ways I can serve you by cutting through the red tape of the federal government:



- Social Security and Disability issues
- Veterans' and VA issues
- Trouble with the IRS
- Medicare issues and reimbursements
- Planning a visit to Washington, DC and scheduling tours
- Having a flag flown over the U.S. Capitol Building
- Nominations to Military Academies



Visit sullivan.house.gov for a full list of ways we can help!

Online services we provide...

Congressional Information

My web site is updated regularly, allowing you to receive the latest congressional information as well as my views on important issues.

E-mail Updates

You can sign up for my e-mail newsletter to get news and issue updates on the happenings in Congress.

Participate in Telephone Town Hall Meetings

Visit my website to sign up to participate in my next telephone town hall meeting. This exciting technology allows me to update you, and to get your feedback, on important issues in Congress, while I am working on your behalf in Washington.

Constituent Services

The easy-to-navigate Constituent Services section will guide you in the right direction if you need help with a federal agency.

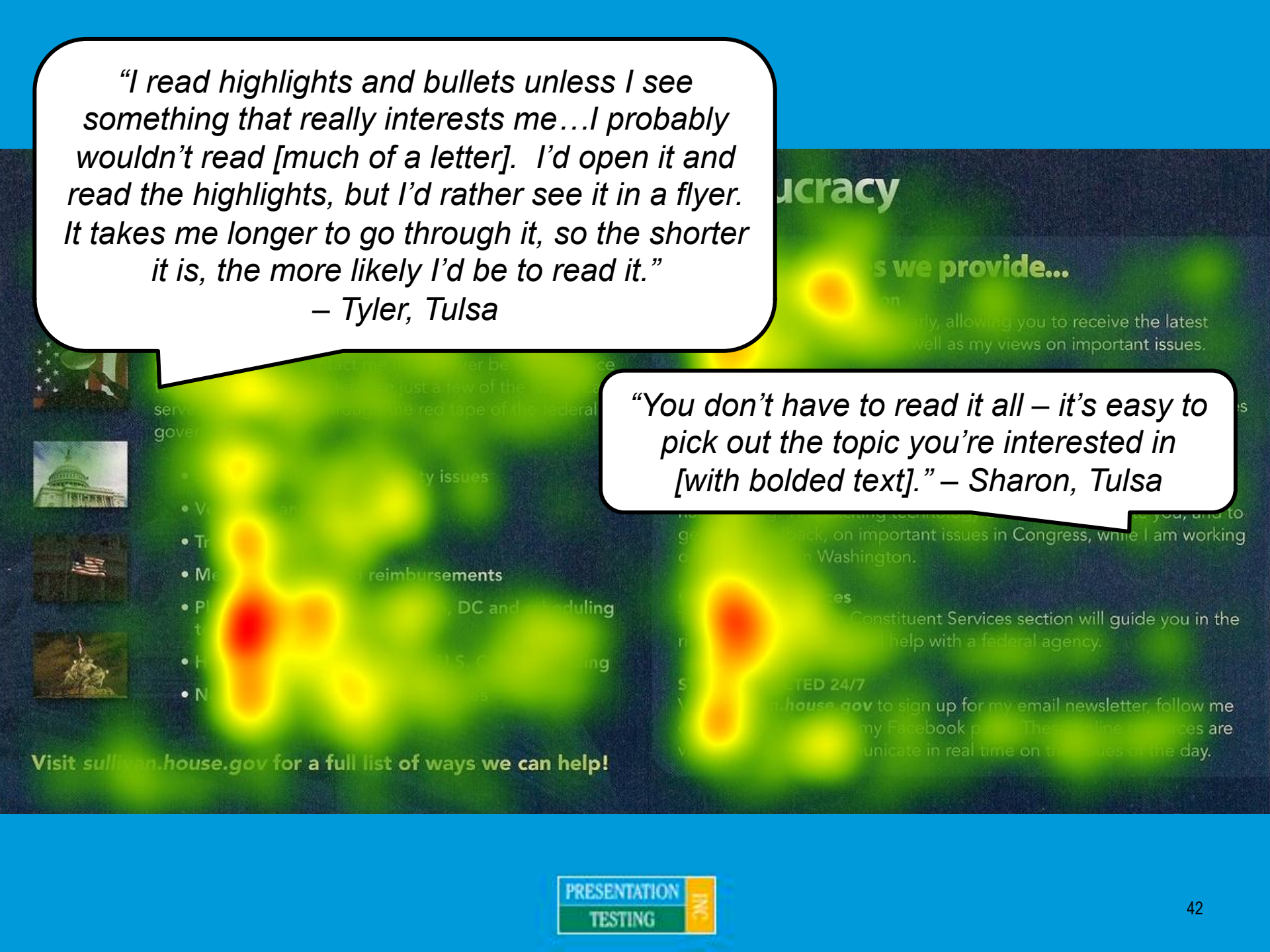
STAY CONNECTED 24/7

Visit sullivan.house.gov to sign up for my email newsletter, follow me on Twitter, or to "like" my Facebook page. These online resources are valuable ways to communicate in real time on the issues of the day.

"I read highlights and bullets unless I see something that really interests me...I probably wouldn't read [much of a letter]. I'd open it and read the highlights, but I'd rather see it in a flyer. It takes me longer to go through it, so the shorter it is, the more likely I'd be to read it."

– Tyler, Tulsa

"You don't have to read it all – it's easy to pick out the topic you're interested in [with bolded text]." – Sharon, Tulsa

- 
- fact that I have never been able to get just a few of the things I need through the red tape of the federal government.
- **Constitutional issues**
 - Veterans and military issues
 - Trade and economic issues
 - Medicare and Medicaid reimbursements
 - Planning for retirement, DC and scheduling
 - Health care issues, U.S. Coast Guard
 - National security issues

Visit sullivan.house.gov for a full list of ways we can help!

Control what's likeliest to get read

- Use bullet points and bolded text when you want to grab readers' attention.
- Use block text in a letter form when it's crucial for constituents to read every word you send them.



Representative Sandy Adams

Serving the 24th District of



Representative Sandy Adams

Serving the 24th District of Florida



Dear Friend,

Like so many families and small businesses across the country do every day, our nation must learn to live within its means and set priorities. Our country is facing a record \$14-plus trillion debt and more than 15 million Americans unemployed.

For too long Congress has spent your tax dollars without regard for the consequences, and today the bill has come due. This is why the House has taken decisive action to pass jobs legislation and get our nation's spending trajectory back on track.

I know families in Central Florida and across the country are hurting, and that's why I am focused on getting our nation's debt under control, reining in spending, and removing regulations that impede job growth. Instead of stimulating government, we must give the private sector the certainty it needs to create jobs.

I made a commitment to you, the men and women of the 24th District, that I would work with my colleagues to find cost-effective ways to help put people back to work, strengthen our economy, and keep the promises made to our nation's military, veterans and seniors.

Sincerely,

Sandy Adams
Sandy Adams



Dear Friend,

Like so many families and small businesses across the country do every day, our nation must learn to live within its means and set priorities. Our country is facing a record \$14-plus trillion debt and more than 15 million Americans unemployed.

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Sincerely,

Sandy Adams
Sandy Adams

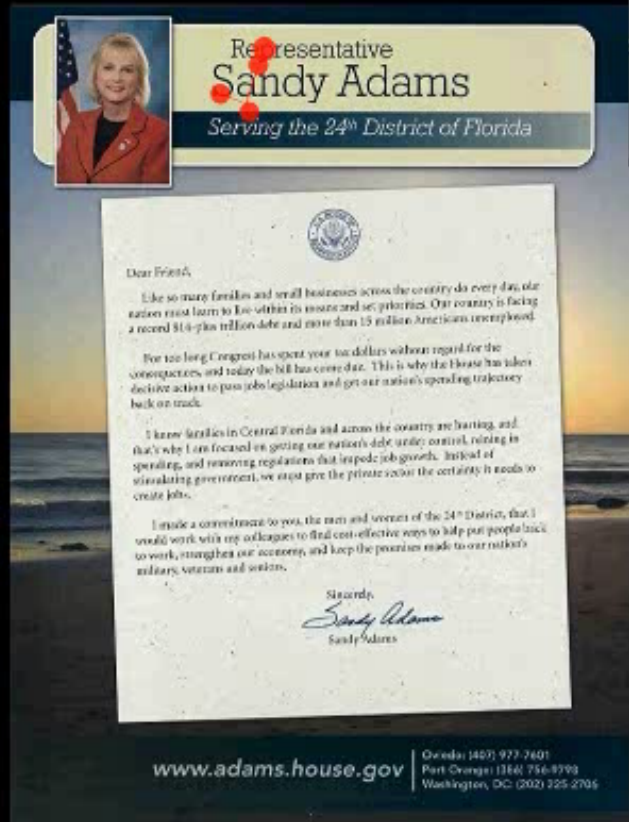
www.adams.house.gov

Oviedo:
Port Orange:
Washington:

www.adams.house.gov

Oviedo: (407) 977-7601
Port Orange: (386) 756-9798
Washington, DC: (202) 225-2706

Block text is read only when it stands alone



**Representative
Sandy Adams**
Serving the 24th District of Florida

Dear Friends,

Like so many families and small businesses across the country do every day, our nation must learn to live within its means and set priorities. Our country is facing a record \$1.4-plus trillion debt and more than 15 million Americans unemployed.

For too long Congress has spent your tax dollars without regard for the consequences, and today the bill has come due. This is why the House has taken decisive action to pass jobs legislation and get our nation's spending trajectory back on track.

I know families in Central Florida and across the country are hurting, and that's why I am focused on getting our nation's debt under control, reining in spending, and removing regulations that impede job growth. Instead of a wasteful government, we must give the private sector the certainty it needs to create jobs.

I made a commitment to you, the men and women of the 24th District, that I would work with my colleagues to find cost-effective ways to help put people back to work, strengthen our economy, and keep the promises made to our nation's military, veterans and seniors.

Sincerely,
Sandy Adams
Sandy Adams

www.adams.house.gov | Oviedo: (407) 927-7401
Port Orange: (386) 756-9799
Washington, DC: (202) 225-2706



#2: Make your mailing actionable

Make your mailing actionable

- Include information about constituent services or other important resources to show that you're trying to be helpful
- Put the information on a tear-off card so constituents can save it for reference

Helpful Seniors Resources

SERVICES AVAILABLE FROM REP. SANDY ADAMS:



Internal Revenue Service

Help dealing with back taxes, compromises, levies, liens



Medicare Benefit Programs

Assistance with Part A & B, Part D, and other programs



Military Service Medals Assistance

Obtain medals that you have earned but never received



Social Security Administration

Answers about retirement, disability, and supplemental income

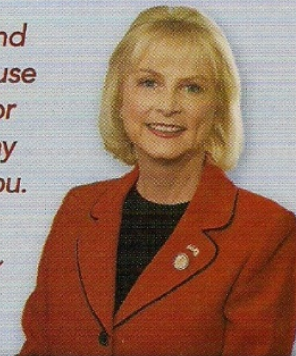


Veterans Affairs Administration

Help with compensation claims, military records and other issues

Please remove and
keep this card to use
as a reference for
different ways my
office can help you.

Sandy



STAY IN TOUCH ONLINE AT
www.adams.house.gov



Please remove and
keep this card to use
as a reference for
different ways my
office can help you.

Sandy



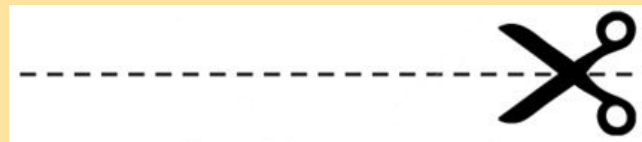
STAY IN TOUCH ONLINE AT
www.adams.house.gov

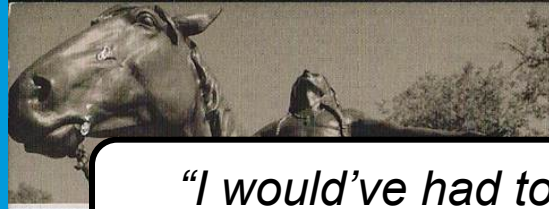


#3: Solicit feedback— *smartly*

Solicit feedback—*smartly*

- Also use a tear-off card to survey constituents in order to show that you value their opinions
 - Make the tear-off card prominent so it's obvious it should be mailed back if it's a survey
 - Put the tear-off portion in a different color than the rest of the mail piece
 - Print a dotted line around the perforation that stands out from the background
 - Include scissor marks around the perforation as an obvious visual cue:





CONGRESSMAN John Sullivan

SERVING OKLAHOMA'S FIRST CONGRESSIONAL DISTRICT

"I would've had to think about it. [The tear-off card] is not obvious." – Sharon, Tulsa

Co-Fighting to Stop the \$1.3 Trillion Healthcare Bill

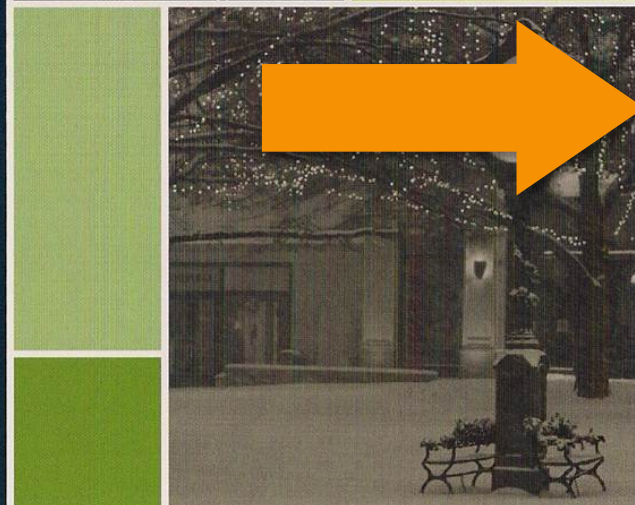
I voted against H.R. 3962, the massive \$1.3 trillion healthcare bill, because I believe that personal health decisions should be left to you and your families, not to Washington bureaucrats.

The real way to reform healthcare is to bring all stake holders (patients, doctors, citizens and hospitals) to the table with equal input and participation. We can reform our nation's healthcare system without massive tax increases on American families and small businesses.

For more information about my work on healthcare, visit:

sullivan.house.gov

"It wasn't immediately clear that it was a tear-off card." – Rich, Tulsa



Opinion Survey

Please check the issues that are most important to you:

- | | |
|---|--|
| <input type="checkbox"/> Healthcare Reform | <input type="checkbox"/> Defense/Homeland Security |
| <input type="checkbox"/> Medicare | <input type="checkbox"/> Agriculture |
| <input type="checkbox"/> Border Security/Immigration | <input type="checkbox"/> Fiscal Responsibility |
| <input type="checkbox"/> Global War on Terror/Afghanistan | <input type="checkbox"/> Lowering Energy Prices |
| <input type="checkbox"/> Social Security | <input type="checkbox"/> Family Values |
| <input type="checkbox"/> Environment | <input type="checkbox"/> Education |
| <input type="checkbox"/> Veterans Benefits | <input type="checkbox"/> Lawsuit Abuse Reform |
| <input type="checkbox"/> National Debt | <input type="checkbox"/> Tax Relief |
| | <input type="checkbox"/> Government Spending |

I need Congressman Sullivan's help on an issue or problem concerning the federal government. Please contact me via

- ☐ Mail ☐ Phone: _____
- ☐ E-mail: _____

☐ Sign me up for e-mail updates from Congressman Sullivan.

E-mail: _____



UNITED STATES
HOUSE OF REPRESENTATIVES
WASHINGTON, DC 20515

PUBLIC DOCUMENT
OFFICIAL BUSINESS

*This mailing was prepared, published
and mailed at taxpayer expense.*

Made in Oklahoma

John Sullivan
M.C.
PRSRT STD



Please visit **sullivan.house.gov** to follow me on Twitter, become a fan on Facebook, or view my latest video updates on YouTube.

Don't do this:

Stay in touch with Representative Adams, and learn more about these and other important issues online.



www.adams.house.gov



24th District of Florida Constituent Survey

1. Should Congress pass a Balanced Budget Amendment like Florida has?
☐ Yes ☐ No ☐ Unsure
2. Do you support increasing taxes to pay for higher federal government spending?
☐ Yes ☐ No ☐ Unsure
3. Do you support freezing federal spending at FY08 levels (i.e. before the recession) and stopping new government hiring?
☐ Yes ☐ No ☐ Unsure

SAVE TAXPAYER FUNDS AND SIGN UP FOR MY E-NEWSLETTER UPDATES.

☐ Yes ☐ No

E-mail: _____

Do this:

Stay in touch with
Representative Adams,
and learn more about these and
other important issues online.



www.adams.house.gov



24th District of Florida Constituent Survey



**1. Should Congress pass a Balanced Budget
Amendment like Florida has?**

☐ Yes ☐ No ☐ Unsure

**2. Do you support increasing taxes to pay for higher
federal government spending?**

☐ Yes ☐ No ☐ Unsure

**3. Do you support freezing federal spending at FY08
levels (i.e. before the recession) and stopping new
government hiring?**

☐ Yes ☐ No ☐ Unsure

**SAVE TAXPAYER FUNDS AND SIGN UP FOR MY
E-NEWSLETTER UPDATES.**

☐ Yes ☐ No

E-mail: _____

#4: Incorporate policy timelines

Incorporate policy timelines

- When a policy is being implemented over time, use a timeline (by year) to show the law's passage and implementation schedule



THE GOVERNMENT HEALTHCARE PLAN TIMELINE

Since the House Democratic Leader [redacted] the [redacted] District residents expressed their concerns over the impact this new law will have on our Oklahoma economy and how it will affect families and small businesses across the state. I share your concerns and was proud to stand with my constituents when I voted NO on the House floor.

This new law forever changes our American healthcare system and puts the federal government in charge of one sixth of our economy.

I want to make sure you are aware of exactly what this new law does and what impact it will have on your family and small businesses in Oklahoma. Please know that I will work to repeal this law and replace it with real healthcare solutions that will lower the price of healthcare, increase access to quality care, and allow patients to choose the healthcare plan that best fits their needs.

In an effort to keep you informed, below is a timeline of some of the provisions in the Majority's healthcare package: *

2009

- Medicare cuts to hospitals begin (long-term care 7/1/09) and inpatient and rehab facilities (FY10)

2010

- Medicare cuts to inpatient psych hospitals (7/1/10)

2011

- Medicare Advantage cuts begin impacting over 30,000 Oklahoma seniors
- Medicare cuts to some home healthcare services begin
- Medicare reimbursement cuts for seniors who use diagnostic imaging like MRIs, CT Scans, etc.
- Medicare cuts begin to ambulance services, ASCs, diagnostic labs and durable medical equipment
- Prohibition on Medicare payments to new physician-owned hospitals
- Additional Medicare cuts to hospitals and cuts to nursing homes begin

2012

- Medicare cuts to hospice begin

2013

- Impose \$2,500 annual cap on flexible spending accounts, which are used by employers to reimburse employees for healthcare-related expenses
- Medicare cuts to hospitals who treat low-income seniors begin

2014

- Individuals without government-approved coverage are subject to a tax of the greater of \$695 or 2.5% of income—this will be enforced by the IRS
- Small businesses that fail to offer "affordable" coverage would pay \$3,000 penalty for every employee that receives a subsidy through the exchange
- Small businesses that do not offer insurance must pay a tax penalty of \$2,000 for each full-time employee
- Insurance plans must include government-defined "essential benefits" and coverage levels
- Impose tax on nearly all private health insurance plans

See the complete timeline and other details at
SULLIVAN.HOUSE.GOV

* The House Republican Ways and Means Committee

CONGRESSMAN
JOHN SULLIVAN

Place
First Class
Postage
Here

THE GOVERNMENT HEALTHCARE PLAN TIMELINE

*"The timeline told me this is what had happened,
and this is what you plan to do in the future."
– Tyler, Tulsa*

*"He seems to be doing his best about telling us
what's going on now and what's led up to the
state we're in." – Sharon, Tulsa*

...and how it will affect families and small businesses across the state. I share your concerns and was proud to stand with my constituents when I voted NO on the

This law forever changes our American healthcare system and puts the federal government in charge of one sixth of our economy. I want to make sure you are aware of exactly what this new law does and what impact it will have on your family and small businesses in Oklahoma. Please know that I will work to repeal this law and replace it with real healthcare solutions that will lower the price of healthcare, increase access to quality care, and allow patients to choose the healthcare plan that best fits their needs.

below is a timeline of some of the
re package: *

- Medicare cuts begin to diagnostic imaging (MRIs, CT Scans, etc.)
- Medicare cuts begin to ambulance services, ASCs, diagnostic labs and durable medical equipment
- Prohibit Medicare payments to non-academy-owned hospitals
- Medicare cuts to nursing
- Medicare cuts to hospice begin
- Small businesses that do not offer insurance must pay a tax penalty of \$2,000 for each full-time employee
- Insurance plans must include government-defined "essential benefits" and coverage levels
- Impose tax on nearly all private health insurance plans

See the complete timeline and other details at
SULLIVAN.HOUSE.GOV

* The House Republican Ways and Means Committee

CONGRESSMAN
JOHN SULLIVAN

Please
First Class
Postage
Here

#5: Don't appear in photos alone

Don't appear in photos alone

- When possible, include pictures of yourself interacting with constituents, rather than using stock photos which won't get as much attention, and won't help constituents view you more favorably.

Do this:



“I was looking at the picture and trying to see the kinds of people he’s talking to—if they were in business attire or casual clothes. I’d care more about seeing him talking to normal people.” –

Rich, Tulsa

Don't do this:



“Put pictures of [Sandy Adams] actually doing something – [right now it’s] a guy cutting up credit cards... none of her actually doing anything, just her and a bunch of clip art....I’d like to see her actually getting involved, maybe it should be her cutting up that [Federal spending] credit card.” – Mark, Daytona

or this:



“I’d put [Adams] in the picture. Why can’t she be at a nursing home or shaking the hands of seniors? A picture would add a personal touch – otherwise, it could be anyone else’s mail piece.” – Mark, Daytona

Don't appear in photos alone

- When possible, include pictures of yourself interacting with constituents, rather than using stock photos which won't get as much attention, and won't help constituents view you more favorably.
- Respondents don't spend much time looking at formal headshots, either

Max



Representative Gandy Adams

Serving the 24th District of Florida



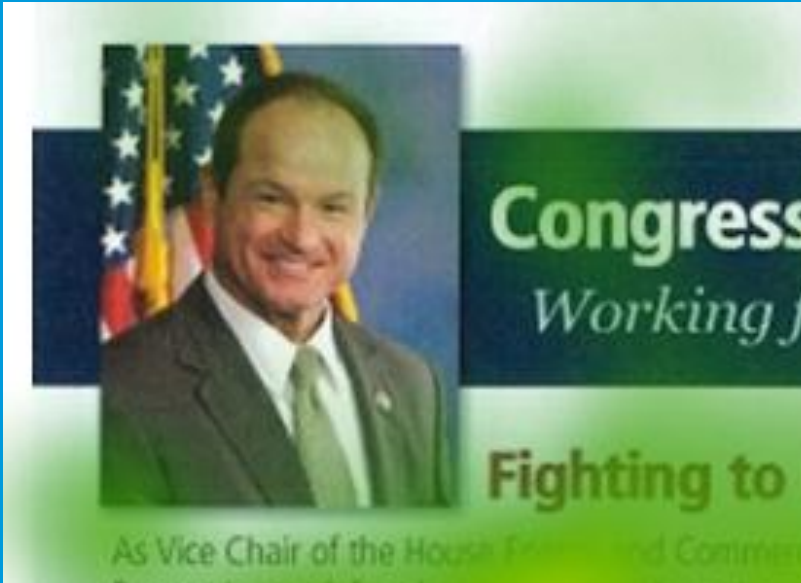
Dear Friend,

For the many families and small businesses across the country do every day, our nation must learn to live within its means and set priorities. Our country is facing a \$1.2 trillion debt and more than 15 million Americans unemployed.

For the many families and small businesses across the country do every day, our nation must learn to live within its means and set priorities. Our country is facing a \$1.2 trillion debt and more than 15 million Americans unemployed.

I know families in Central Florida and across the country are hurting, and that's why I am focused on getting our national debt under control, reining in spending, and removing tax burdens that are hindering growth. Instead of stimulating government, we need to give the private sector the certainty it needs to

Two images, same mail piece, different attention:



"I know what Sullivan looks like, and I don't really care. If it were a three-eyed ogre I probably would've paid attention." – Mike, Tulsa

Additional quick tips about franked mail

Additional findings about franked mail

- **Demonstrate your accessibility**

- Include multiple contact methods and addresses throughout the mail piece to show your constituents that you want to hear from them

- **Tailor your mail pieces**

- If you are mailing mostly to seniors, keep the type fonts large

- **Footnote any statistics you include with credible sources**

- Know that your data will be questioned, particularly if it is counter-intuitive. If you don't cite a credible source, that data will be dismissed—or worse still, it will undermine your reputation

Additional findings about franked mail

- Titles at the very top of the pages were generally overlooked, as in these two examples:



THE GOVERNMENT HEALTHCARE PLAN TIMELINE

Since the House Democratic leadership health care bill became law, across the land, many First District residents expressed their concerns over the impact this new law will have on our Oklahoma economy and how it will affect families and small businesses across the state. I share your concerns and was proud to stand with my constituents when I voted NO on the bill.

This new law forever changes our American healthcare system and puts the federal government in charge of one sixth of our economy. I want to make sure you are aware of exactly what this new law does and what impact it will have on your family and small businesses in Oklahoma. Please know that I will work to repeal this law and replace it with real healthcare solutions that will lower the price of healthcare, increase access to quality care, and eliminate the federal government's

In an effort to keep you informed, below is a timeline of some of the provisions in the Majority's healthcare package: *

1. Medicare cuts begin
• Medicare cuts begin in FY10

2. Medicare cuts begin
• Medicare cuts begin to inpatient psych

3. Medicare cuts begin
• Medicare cuts begin to Oklahoma

4. Medicare cuts begin
• Medicare cuts begin to home health

5. Medicare cuts begin
• Medicare cuts begin to inpatient cuts for Medicare who use diagnostic imaging (MRIs, CT Scans, etc.)

6. Medicare cuts begin to ambulance services, ASCs, diagnostic labs and durable medical equipment

7. Medicare cuts begin to payments to non-physician-owned hospitals

8. Medicare cuts begin to cuts to nursing

9. Medicare cuts begin
• Medicare cuts begin to high

10. Medicare cuts begin
• Medicare cuts begin to for

11. Medicare cuts begin
• Medicare cuts begin to hospitals who

12. Medicare cuts begin
• Medicare cuts begin to government-

13. Medicare cuts begin
• Medicare cuts begin to offer

14. Medicare cuts begin
• Medicare cuts begin to Small businesses that do not offer

15. Medicare cuts begin
• Medicare cuts begin to Insurance plans must include

16. Medicare cuts begin
• Medicare cuts begin to Impose tax on nearly all private

Max

Representative Sandy Adams

FIGHTING TO PROTECT MEDICARE

Here's the Truth About Sandy's Plan to Strengthen Medicare:

Sandy's plan will protect Medicare for current and future generations.



JOSE

Medicare
board

will be
being
law

er.
m.

Websites

Some tasks are easier than others

Some tasks are easier than others

- The good news: Respondents were able to complete important-yet-simple tasks quickly and easily

SEARCH SITE

ENTER EMAIL FOR E-NEWS



U.S. REPRESENTATIVE

SANDY ADAMS

REPRESENTING THE 24TH DISTRICT OF FLORIDA



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24TH DISTRICT

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Sandy Adams Names Intervention Services of Orlando as an Angel in Adoption™ Honoree

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Department of Commerce IG to Investigate MEP Conference Spending

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SEP

Adams Statement on Egypt and Libya Terrorist Attacks

11

SEP

Adams Statement on 9/11 Anniversary

11

SEP

Adams' Courthouse Safety Bill Passes U.S. House

QUICK LINKS

E-Mail Sign Up

House Floor Schedule

Privacy Authorization Form

Judiciary Committee

Science Committee

**TRACK
JOBS
BILLS
HERE**



Sandy Adams on Facebook

Like

3,101



Sandy

Some tasks are easier than others

- The bad news: It was a hassle for respondents to find out how their Member voted on a particular issue



U.S. REPRESENTATIVE

SANDY ADAMS

REPRESENTING THE 24TH DISTRICT OF FLORIDA

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BILLS
HERE****Sandy Adams** on
Facebook[Like](#) 3,104**Sandy**



U.S. REPRESENTATIVE

SANDY ADAMS

REPRESENTING THE 24TH DISTRICT OF FLORIDA



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Adams' Courthouse Safety Bill
Passes U.S. House

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Adams Stands With Issa on East and

QUICK LINKS

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House Floor Update

Privacy Authorization Form

Judiciary Committee

Science Committee

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**Sandy**

[◀ Prev](#) [Next ▶](#)

Date	RC#	Bill	Question	Vote	Bill Name
12/31	654	H.R. 6364	On Motion to Suspend the Rules and Concur in the Senate Amendment	Yea	World War I Centennial Commission Act
12/31	653	H.R. 6612	On Motion to Suspend the Rules and Pass	Yea	To redesignate the Dryden Flight Research Center as the Neil A. Armstrong Flight Research Center and the Western Aeronautical Test Range as the Hugh L. Dryden Aeronautical Test Range
12/31	652	S. 3454	On Motion to Suspend the Rules and Pass	Yea	Intelligence Authorization Act for Fiscal Year 2013
12/30	651	S. 3202	On Motion to Suspend the Rules and Pass	Yea	Dignified Burial and Other Veterans' Benefits Improvement Act
12/30	650	H.R. 4057	On Motion to Suspend the Rules and Concur in the Senate Amendment	Yea	To amend title 38, United States Code, to direct the Secretary of Veterans Affairs to develop a comprehensive policy to improve outreach and transparency to veterans and members of the Armed Forces through the provision of information on institutions of higher learning
12/30	649	H.R. 3159	On Motion to Suspend the Rules and Pass, as Amended	Yea	Foreign Aid Transparency and Accountability Act
12/20	648	S. 925	On Motion to Suspend the Rules and Pass	Yea	Mt. Andrea Lawrence Designation Act
12/20	647	H.R. 6443	On Motion to Suspend the Rules and Pass	Yea	To designate the facility of the Department of Veterans Affairs located at 9800 West Commercial Boulevard in Sunrise, Florida as the "William 'Bill' Kling VA Clinic"

Press Releases

Articles

Speeches & Statements

**TRACK
JOBS
BILLS
HERE**

Sandy Adams on
Facebook

Like 3,103


Sandy Adams

Our thoughts are with all the families of

Facebook social plugin

Here's how one respondent struggled



Best Practices

#1: Label with precision

Label with precision

- Instead of having a button on the toolbar labeled “Issues,” denote “Policy Issues” instead, since it’s clearer what information constituents will find there
- Make sure “Policy Issues” has its own drop-down menu so that viewers can easily see the different public policy topics you offer information on before leaving the home page
- Here’s what works better:



U.S. CONGRESSMAN JOHN SULLIVAN

SERVING OKLAHOMA'S 1ST DISTRICT

ABOUT JOHN

1ST DISTRICT

NEWSROOM

POLICY ISSUES

HOW CAN I HELP YOU?

CONTACT JOHN



NEWS SIGN-UP

First Name

Last Name

Email Address

SUBMIT

Washington Updates

Tell Townhall Sign Up

LATEST

Sort News

All | Facebook

Twitter Update

September

@tulsawor

the #waron

Read More

Twitter Update

June 30, 2012



.RT @CityofBA: Broken Arrow, OK Mandatory water rationing order effective immediately:

<http://t.co/5aWhtPtM...> [Read More](#)

ARMED SERVICES

EDUCATION

ENERGY

HEALTH CARE

HOMELAND SECURITY

IMMIGRATION AND BORDER SECURITY

LIFE ISSUES

SECOND AMENDMENT

SOCIAL SECURITY

SPENDING AND TAXES

TRANSPORTATION

VETERANS' AFFAIRS



Rep. Sullivan Honors Oklahoma's Disabled Veterans by laying the Unknown Soldier. This was the first time OK DAV was ceremony

#2: Don't make them hunt

Don't make them hunt

- **Make your vote on particular issues explicit and easy for constituents to find**
 - In the descriptions of where you stand on policy issues, include links to votes
 - Allow users to sort vote records by topic area
 - Include an additional search box with the “Vote Records” page, like this:



U.S. REPRESENTATIVE

SANDY ADAMS

REPRESENTING THE 24TH DISTRICT OF FLORIDA

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Date	RC#	Bill	Question	Vote	Bill Name
12/31	654	H R 6364	On Motion to Suspend the Rules and Concur in the Senate Amendment	Yea	World War I Centennial Commission Act
12/31	653	H R 6612	On Motion to Suspend the Rules and Pass	Yea	To redesignate the Dryden Flight Research Center as the Neil A. Armstrong Flight Research Center and the Western Aeronautical Test Range as the Hugh L. Dryden Aeronautical Test Range
12/31	652	S 3454	On Motion to Suspend the Rules and Pass	Yea	Intelligence Authorization Act for Fiscal Year 2013
12/30	651	S 3202	On Motion to Suspend the Rules and Pass	Yea	Dignified Burial and Other Veterans' Benefits Improvement Act
12/30	650	H R 4057	On Motion to Suspend the Rules and Concur in the	Yea	To amend title 38, United States Code, to direct the Secretary of Veterans Affairs to develop a comprehensive policy to improve outreach and transparency to veterans and members of the Armed Forces through the provision of information on

[Press Releases](#)[Articles](#)[Speeches & Statements](#)**TRACK
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Facebook[Like](#) 3,103**Sandy Adams**

Our thoughts are with all the

86

#3: Make “Search” prominent and attractive

Make “Search” prominent and attractive

- Put the search box in an easy-to-locate position, preferably near or in the menu bar
- Have it look inviting and distinct, and encourage its use by including visually-engaging design elements
- People were able to locate the Search box, but it's subtle:



U.S. REPRESENTATIVE

SANDY ADAMS

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LATEST NEWS

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SEP

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SEP

Department of Commerce IG to Investigate MEP Conference Spending

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Adams Statement on Egypt and

QUICK LINKS

E-Mail Sign Up

House of Representatives

Privacy Policy

Judicial Branch

Science & Technology

What we heard...

“A little more eye-level and white instead of dark blue would’ve been better.” – Ashley, Daytona



U.S. CONGRESSMAN JOHN SULLIVAN

SERVING OKLAHOMA'S 1ST DISTRICT

NEWSROOM

POLICY ISSUES

HOW CAN I HELP YOU?



SEARCH

LATEST NEWS



Sort News By

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Twitter Update

September 21, 2012



@tulsaworld coverage of my efforts to stop the #waroncoal #4jobs <http://t.co/Zi0BFItv...>
[Read More](#)

Twitter Update

June 30, 2012



E-Newsletters

About the research: E-Newsletters

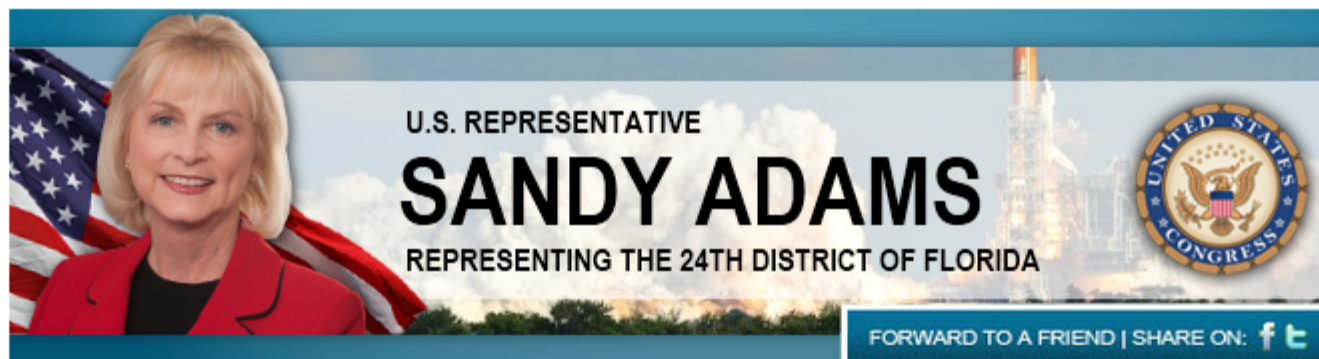
- In Round 1, we tested two e-newsletters that Congressman Sullivan had sent out
- In Round 2, we tested two e-newsletters that Congresswoman Adams had sent out
- Each Member had inserted a video clip into the second e-newsletter we showed respondents

Best Practices

**#1: Include an index, and
give it a chronology**

Include an index

- You need some sort of overview at the top of your longer e-newsletters with hyperlinks to the sections below so constituents don't have to review the whole document to know what's in it
- Here's how NOT to do it:



Central Florida Update



Attacks on Americans in the Middle East

On the anniversary of the attacks of September 11, 2001, a violent mob attack in Egypt and an apparent armed terrorist attack in Libya resulted in the death of four Americans, including the U.S. Ambassador to Libya, Christopher Stevens. I condemn in the strongest terms possible the unprovoked attacks by Islamist extremists on our American consulate in Libya and Embassy in Egypt, and send my thoughts and prayers to the families of our fallen countrymen.

These violent attacks are a stark reminder that militant extremists are plotting each day to attack America and its allies and destroy our way of life and freedoms. The United States stands for peace and freedom around the globe, and while we understand that freedom of speech and religion can be disconcerting to some, they are inalienable rights of all people and must be protected. I call on the Egyptian and Libyan governments to take swift actions to bring those individuals behind these terrorist attacks to justice and make it clear that the sovereign embassies and consulates of the United States will be respected by the rule of law.

Adams' Courthouse Safety Bill Passes U.S. House

The House of Representatives passed my legislation this week to allow for surplus magnetometers, or metal detectors, to be provided to local courthouses to enhance security. The bipartisan legislation was passed by voice vote. The companion legislation in the Senate is S

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With budgets getting smaller at every level of government, we need to find innovative and cost effective ways to make the best use of existing resources. When surplus federal metal detectors can be put to good use in our local communities, not only do we save money, but we also help improve the safety of our local judicial system. I am confident that my legislation will benefit countless municipalities around the country and thank my colleagues for passing the Local Courthouse Safety Act.



Click the image above to view video.

To read more about the legislation, click [here](#).

Department of Commerce IG to Investigate MEP Conference Spending

Last week the Department of Commerce's Inspector General announced an audit and investigation into convention spending by the National Institute of Standards and Technology's (NIST) Manufacturing Extension Partnership (MEP). Earlier this year I had brought whistleblower claims of multi-million dollar conference costs to the attention of congressional investigators. Since I initially highlighted the spending abuses, NIST and MEP have cancelled two upcoming conferences, saving American taxpayers potentially millions of dollars.

To read more, click [here](#).

Ensuring American Embassies are Protected

With the recent attacks on Americans throughout North Africa and the

MEP Conference Spending

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To read more, click [here](#).

Ensuring American Embassies are Protected

With the recent attacks on Americans throughout North Africa and the Middle East, it is of the utmost importance that we ensure the diplomatic corps and American staff working to represent the United States overseas are protected from harm. This week I signed a letter to the Secretaries of Defense and State to see what steps they are taking to protect our interests abroad.

Our embassies legally represent the sovereign territory of the United States of America. It is our belief that when individuals are allowed to breach the walls, enter our sovereign territory, and remove the flag of the United States with impunity, we send a dangerous message to extremists throughout the region that our embassies are an open and easy target.

The bottom line is that the President of the United States has an obligation to protect our foreign service officers and diplomats serving abroad. It is our hope that the President will respond appropriately and take the actions necessary to protect our diplomatic corps around the globe.

To read the full letter, click [here](#).

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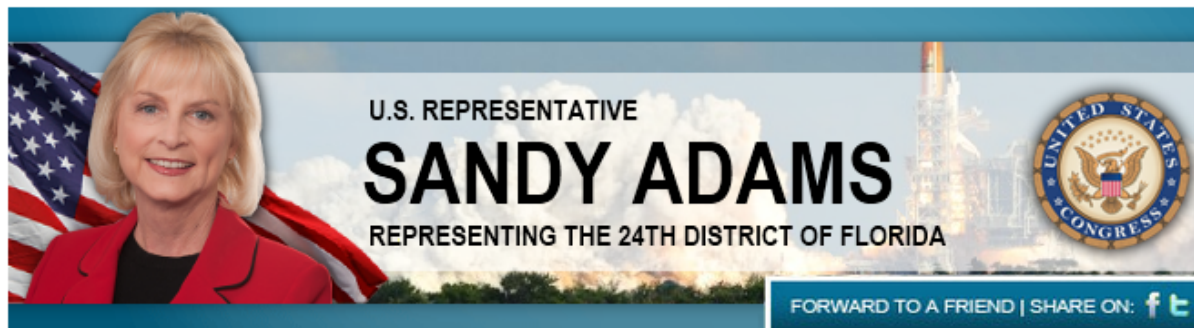
Washington, DC Office
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Washington, D.C. 20515
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F (202) 226-6299

Oviedo Office
2461 West SR 426, Suite 1041
Oviedo, FL 32765
T (407) 977-7601
F (407) 977-7602

Port Orange Office
1000 City Center Circle
Port Orange, FL 32129
T (386) 756-9798
F (386) 756-9903

Provide a “temporal” structure

- Instead of doing it that way, incorporate the past/present/future construct into the index and the body of the e-newsletter
- In other words, tell them what you did, tell them what you’re doing, and tell them what you’re going to do, like this:



Central Florida Update



Recent votes:

[Fiscal cliff](#)
[Hurricane Sandy relief](#)

Current topics:

[Managing sequestration](#)
[Investigating Benghazi attack](#)

Coming up soon:

[Immigration reform](#)
[Protecting the 2nd Amendment](#)

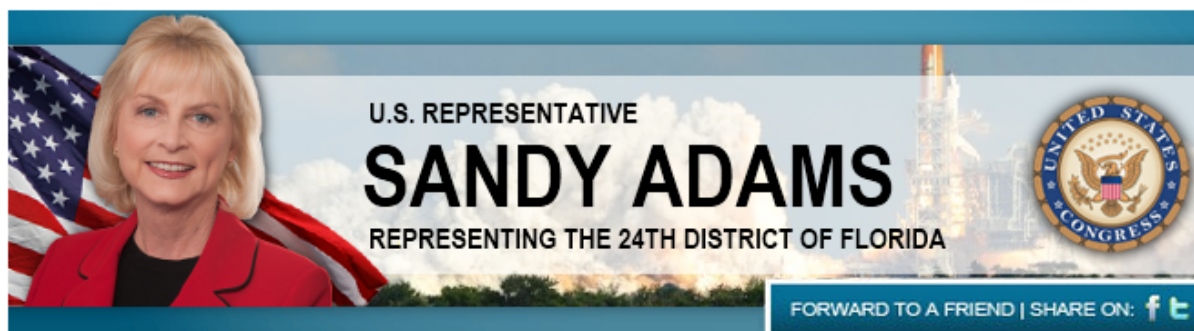
RECENT VOTES

Fiscal Cliff

Over 23 million Americans are either unemployed or underemployed, and Friday's unemployment report only solidifies the fact that President Obama's economic policies have fallen short of the promises he made to Americans. In the Obama economy, 46.5 million Americans are on food stamps, entrepreneurship is at a 17 year low and our nation is facing a \$16 trillion debt.

In order to get our country back on track, it is time to rein in government spending and lift the tremendous regulatory burden from the shoulders of our nation's employers.

Click [here](#) for more information.



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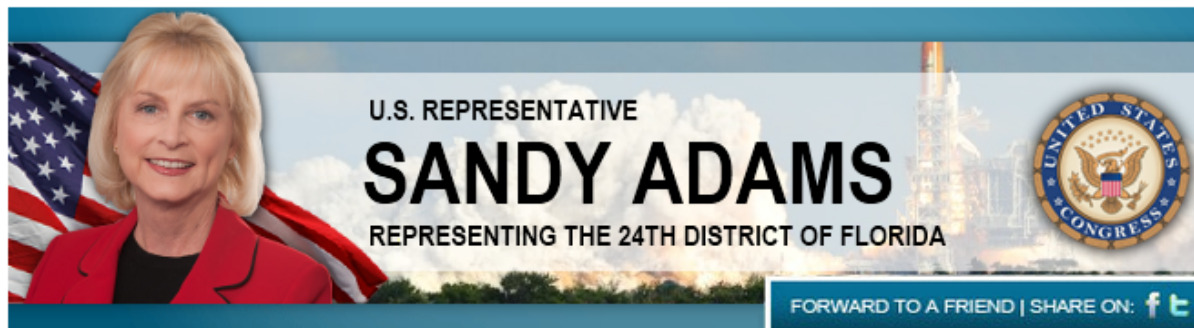
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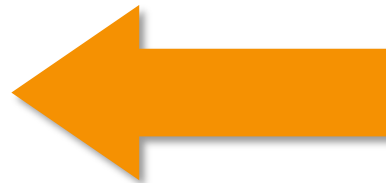
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#2: Be brief

Be brief

- Keep the text short, sweet, and to the point
- Provide links at the end of each segment for constituents to “click to read more”

Don't do just this:

What's Next This Congress?

Continuing Resolution: House Speaker Boehner and Senate Majority Leader Harry Reid have reached a six month deal to avoid a government shutdown. The legislation is currently being written by committee staff. Current funding for federal agencies is due to expire at the end of September.

Sequester Solution: The Budget Control Act put a process in place to reduce federal spending by \$1.2 trillion over ten years, starting on January 1st. Without Congressional action, the U.S. military will see drastic cuts that put us at pre-WWII levels. The House has acted to stop these drastic cuts and replace them with fiscally responsible bipartisan measures to get our debt and deficit under control. Unfortunately, the Senate refuses to act. Congress also passed a law requiring President Obama to detail how he would cut the military if the sequester is enacted. We are still awaiting his report.

Farm Bill: Congress reforms federal farm policy every five years. The law is currently operating under an extension and will need to be updated before the end of the year. The House and Senate are debating

Do this also:

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To read more, click [here](#).

#3: Use videos wisely

Use videos wisely

- **Include videos in the e-newsletter and embed them**

- Make sure there is a play button over the image of the video
- Include a time code, or reference the length of the video in the text
- Keep the video under three minutes and preferably around 90 seconds
- Place text about the video topic below the video itself, so constituents will still get some value from watching the video if they have not read the summary yet

Don't do this:

these terrorist attacks to justice and make it clear that the sovereign embassies and consulates of the United States will be respected by the rule of law.

Adams' Courthouse Safety Bill Passes U.S. House

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With budgets getting smaller at every level of government, we need to find innovative and cost effective ways to make the best use of existing resources. When surplus federal metal detectors can be put to good use in our local communities, not only do we save money, but we also help improve the safety of our local judicial system. I am confident that my legislation will benefit countless municipalities around the country and thank my colleagues for passing the Local Courthouse Safety Act.



Click the image above to view video.

To read more about the legislation, click [here](#).

Do this:

District Update | September 16, 2012

[Click here if you have trouble viewing this email](#)



"A one minute video, I have time for that, but six minutes, I would've clicked off for making me watch a whole session of Congress. One- to one-and-a-half minutes is good, unless it's action packed [then it can be longer]." - Tyler, Tulsa

Central Florida Update



Adams' Courthouse Safety Bill Passes U.S. House

Click to watch my 90 second video



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With budgets getting smaller at every level of government, we need to

Recap

Official Online Ads

- Be robust in your outreach

Franked Mail

- Control what's likeliest to get read
- Make your mailing actionable
- Solicit feedback—*smartly*
- Demonstrate your accessibility
- Incorporate policy timelines
- Tailor your mail pieces
- Don't appear in photos alone
- Footnote statistics

Websites

- Label with precision
- Don't make them hunt
- Make “Search” prominent and attractive

E-Newsletters

- Include an index
- Provide a “temporal” structure
- Be brief
- Use videos

For additional resources

- Visit www.conginst.org to view prior reports on how to improve your:
 - Official online ads
 - Tele-town halls
 - Facebook pages
 - Websites
 - E-newsletter design
 - Communications staff structure & process

Two last thoughts...

- If you just came out of a competitive race, please come see me to discuss some additional strategies.
- The full report with all these findings will be available next week at www.conginst.org

Questions?

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212-760-4358





Find out more about the ¹²⁵ and other important issues online at www.adams.house.gov ¹²⁴



